

With all of the events that we go to for the Magazine, we have seen the Smash Band perform numerous times. We have visited with Asher Benrubi (aka Smash) and found out he is an avid rider as well as being on the radio for as long as we can remember. The last event he was at was the Arthritis Foundation Kick-Off Party at Twisters in St. Charles and we setup an interview for you to find out a little more about him and his history. Did you know he was the voice of the Harley Davidson Corporation at one time? He now works closely with Ted's Motorcycle World on their promotions.



We met the day before his last day, after 3 years with KFTK - 97.1. He has described to concentrate on his other endeavors and see where they will take him. He is truly a humble, religious, family man, but not necessarily in that order. A major event he holds dear is for the Arthritis Foundation that is called "Smash & Twist's Excellent Adventure". This is a 100 mile motorcycle ride to help raise money and awareness for arthritis. For more information log onto www.ride4arthritis.com

Many of you have seen him and the Smash Band. If you would like to see the band, you find their schedule on www.smashband.com



We would like to thank Smash for taking sometime out of his schedule for this interview. We hope that you enjoy reading this as much as we did sitting in the coffee shop talking with him.

When were you the voice of Harley Davidson, Corp. and what was that like?

The year was 1978 & I hooked up with Joe Collins at Keystone Kawasaki / Harley Davidson. Instead of getting paid what I would do is trade my commercial work for a motorcycle & then at the end of the season we would sell the motorcycle & give the money to charity. We would call that motorcycle the "Smash Motorcycle". Joe put me in contact with Harley Davidson Corp. & I did some commercials all around the country. I then came up with an idea to have a ride for Muscular Dystrophy & it became the first ever ride for Jerry's Kids in Indianapolis.

Have you ever considered having the Smash Band perform at large rallies?

We played at the Illinois State HOG Rally a couple of years ago. I would love to do more of these big biker events because I kind of know the biker mentality & I can entertain bikers.

What do you think is the biggest misconception about bikers and what is your impression?

The misconception is amongst those who don't understand riding because of the look of it all. This look was born of the trouble making look of the day. Now it is more sophisticated. Bikers are the smartest & most prosperous people I know. Just because he has a scruffy beard or mustache or long hair that doesn't mean that they are not running a Corporation. The biggest misconception is that people judge people on their looks & what they drive.

What model motorcycle do you have?

Road King, because it is big & thick & fits me well. It has saddle bags so that I can carry my business with me.

What are your favorite riding location and/or destination?

On the Illinois side the ride to Sparta is pretty cool. In Missouri anywhere in the Defiance wine country area. As far as destination Dave & Jacque's in Defiance and beyond that Washington Missouri downtown by the railroad tracks.

You were the host of MTV's Headbangers Ball. Tell us what that was like.

It was a different mentality back then; almost anything goes because it is Rock n Roll. It was nothing but exciting because it was that music of that particular genre. It was animalistic without being criminalistic. I happened to be the host for the last day on that particular set with Guns & Roses. I was interviewing those guys & I can't say they were stoned but it looked like they were. I told them we need to do something really

Rock n Roll since this is the last day. First thing that came to me was how the Who used to destroy their hotel rooms. I went to the producer & said since this is the last day what do you think if we just have these guys destroy the studio because you are going to tear it down anyhow. So I told Axel & Slash about it & on a specific queue that is what they did. That bit is the number 36 greatest moments in MTV history.

How did the name “Smash” come out of Asher Benrubi?

Back when I was in the band Pure Funk I used to give everybody in the band phony names to catch the audience’s ear. For example one guy was Headrow Billingsley illegitimate son of Hugh Beaumont & Barbara Billingsley. At that time I didn’t have a name & Asher Benrubi was too hard to translate to a crowd. Everyone knew Nat King Cole & as big as I was I went by Nat King Kong. Then Toby Myers said I got a name for you the Mighty Adam Smasher. Then down the line somebody that liked me said Adam you’re a Smash. Smash is a show business term for success. When I got to the St. Louis area I didn’t even use Adam Smasher anymore.

How did you get to be the voice of the Rams?

I played for all the Rams tent rallies & one day they called me in the studio & asked if I were doing the Rams games production voice what would I sound like? So I did a gruff football player type of voice & they liked it. Now I have been doing it for 7 years.

Do you have a set routine before going on the air?

I wake up at 3 am, I read a book that tells me what to read out of the bible, I read the bible, I read a book that takes the bible verse & translates it & then I read a ministry book. Then I go to the internet & see what might have happened over night. Once I get to work & I go through the local aspect to get in mind what has happened locally to talk about that on the air.

What is the hardest aspect of being on the air?

(There was a long pause).....In all honesty, not speaking pridefully, for me there ain’t anything difficult about it.

So what is your co-host, Jamie Allman like?

For that particular radio format he is one of the best guys I have ever heard. When the steps are made & the time comes, I think he is going to be huge nationally. He knows how to do it & appreciate him, he is a fantastic guy.

Who is your greatest inspiration?

It would be my Mom & Dad. We are immigrants from Greece. We came here in 1951 when I was 2. What I saw was Pop build his own plumbing business. He worked hard at it, strong at it & Mom was like his secretary. She took all the phone calls. They worked hard so their kids could work hard in a different way. So for working hard diligently number 1 my old man & number 2 my Mom cause I watched them do it. They gave me great work ethics; you succeed for who you are working for, first your family, then your employer. I worked for an employer, I worked for the Rams, I worked for a Radio station. I am also self employed working with the Smash band. Luckily its not real labor otherwise I would be dead.

What celebrity would you like to meet?

I would love to meet the Beatles, Rolling Stones or Bruce Springsteen.

If you had to choose one favorite moment from your entire career, what would it be?

When I got to host & the Smash Band got to play at the Victory party for the Rams Super Bowl. There were 150,000 people there.

Have you done any voice over projects that people may have heard?

I did GM trucks for awhile. A farm tractor company, a shoe company & this is when I realized national ads really do pay well.

Have you been given any awards for you achievements?

I’ve got awards called AIR (Achievement in Radio). The best award really is when I go to raise money for a kid that has something really bad going on. When I see them happy because in that brief moment in time I’m helping them out, that’s rewarding right there.

You and Tony Twist are the heading the “100 Miles for Arthritis” ride to benefit the Arthritis Foundation.

Any particular reason why?

Well I have arthritis & I have it in the weirdest place. When you think arthritis you think of your fingers, knees or wherever. One day my eyeball hurt & my eye shut. So I went to the doctor & he said I had iritis. I thought if ey arthritis hurt that bad what must it be like for a little kid to have arthritis or an old person that has arthritis. So I hooked up with the arthritis foundation & I walked a half marathon (13.1 miles) in Alaska 2 years ago. I came back & told them I really don't want to walk anymore. If you ever have any motorcycle gigs let me know, I'll ride in them. So this year we hooked up with Tony Twist & we are calling it Smash & Twist's Excellent Adventure. That is why I got hooked into it, because I didn't want to walk any more.

Personal Stuff

You are the father of Abraham, Isaac and Ava. You must be proud of them.

I knew that Abraham was going to make it in Hollywood, because Hollywood has plenty of blonde, blue eyed guys but when they need a 6'8", 320lb guy, he was one of the guys they would pick. He had great success with a TV show called "Parker Lewis Can't Lose" then later was on ER for a number of years. (Since 1990, he has nearly 50 parts in TV and movies) Now he is in a series on ABC called "Men in Trees" on Thursday nights at 9pm. I am proud of him because he went out there and did it all himself. Isaac is getting ready to go to Rolla and become a civil engineer. He also plays guitar with the Smash Band and has become a very good musician based on the osmosis with the other guys in the band. My daughter, Ava, is going to go to SEMO to become a teacher.

With all of your public exposure, can you go unnoticed in public?

Well...people always look at me and I have been fortunate enough that they don't throw things at me. Throwing a look is OK, as long as they don't throw things! People always come up to me. I am no high and might guy, I talk to everybody. I ain't no different than anyone else. I just happen to work on the radio.

What is your favorite type of music? Favorite artist?

I like everything because I just like the music and I understand the musician. My favorite would be Delbert McClinton. If I could like anybody, it would be McClinton.

Do have the time to listen to any local bands? What band impresses you?

DrZhivegas always puts on a fantastic show. Bitter Pill is a good hard rocking band. South Side Five are a party band.

Do you have any superstitions?

I am driven by the positive of the Lord, so that means no superstitions.

Do you have any nicknames?

Smash or Big Smash Daddy

Do you have any goals for this year in particular?

Well now that I have left my radio gig so the goal is to see where the lord places me to flourish in whatever may be next. My goal is to be a positive as far as my image of being a guy who believes in God. Then be a positive for my family and community. If you do that all good thing will come back on top of you.

What are 5 things people don't know about you?

1) You can't tell by looking because the diabetes has devastated my physic quite badly. I work out all the time.

2-5) if it is supposed to be things that people don't know about me, maybe we should keep them not known. So if I let you know, then they would know. If you don't want people to know something, then don't tell them what it is.

